

# Going Global 101: The Basics of Exporting

In order to remain competitive, Nebraska companies are looking toward international markets to expand their business. But, how do you find out if there is a market in Brazil or Japan for widgets? Do you need a partner to help sell your products there? Will payments for your products be safe and secure? Should you ship by air or ocean?

Find out the answers to these questions and more from experienced trade professionals. Learn how your company should prepare itself for entering the international marketplace and how to sell your product once you make those important contacts. We will also have a special presentation on doing business in the Japanese market from JETRO – the Japanese External Trade Organization.

## Presenters:

Barry Bint, US Export-Import Bank Officer, Chicago Office

Meredith Bond, US Department of Commerce NE Export Assistance Center

Joe Chapuran, Nebraska Department of Economic Development

Mr. Takaaki Koshio, Senior Trade Advisor,  
Japan External Trade Organization (JETRO) Denver

Terry McMullen, Target Logistic Services, Director and Vice President

Laura Pedersen, First National Bank, International Account Representative



## Topics will include:

- Get help from local resources on getting started and locating good prospect markets
- Market your product internationally
- Find & manage in-country sales representatives, distributors, etc.
- Protect against nonpayment risk
- Offer extended credit terms to foreign buyers
- Obtain working capital loans to fulfill sales orders
- Finance capital equipment exports
- Understand Ex-Im Bank resources and products for environmental and service exports, and small/minority owned businesses
- Ship your product safely and efficiently
- Opportunities in the Japanese market

**When:** Tuesday, August 19, 2003, 10:00am – 3:00pm

**Where:** You may join us in person at the Nebraska Public Power District offices in **Columbus** OR tune in by videoconference from these 3 other NPPD locations: **Norfolk, Kearney and North Platte**. Please join us at the location most convenient for you!

Nebraska Public Power District  
1414-15th Street  
Columbus NE

Nebraska Public Power District  
900 4th Avenue  
Kearney NE

Nebraska Public Power District  
720 Madison Avenue  
Norfolk NE

Nebraska Public Power District  
402 East State Farm Road  
North Platte, NE

**Registration:** Please contact Mary Kwapnioski at NPPD to register and make sure to let her know which location you will be attending. Lunch will be provided so we need an accurate count.  
Phone:(800) 282-6773, x5541 E-mail: mlkwapn@nppd.com

**Registration Deadline: Friday, August 15**

Brought to you by the Nebraska Public Power District, Loup Public Power District, Ex-Im Bank, Nebraska Department of Economic Development, First National Bank of Omaha, Japan External Trade Organization (JETRO) and US Export Assistance Center.